

UNITED WAY OF DANE COUNTY WOMEN UNITED

Investing in Women. Igniting Change.



WHO WE ARE

Women United is a network of women across Dane County who believe in the power of investing in each other. We know financial insecurity doesn't discriminate, and too many women, especially mothers, work full time or juggle multiple jobs while struggling to get by. Whether we've lived this experience or stand beside those who have, we're united to lift others as we climb.

WHAT WE DO

Through gifts of \$1,000+ annually (or \$40 per paycheck), our members invest in bold strategies that help women and their families build the futures they envision. We also invest in our members through opportunities for personal and professional growth and by supporting corporate women's groups.

WHY MEMBERS INVEST

- **Addressing root causes of generational poverty.** Our gifts support a strategy built on collaboration, efficiency and accountability, tackling the barriers holding women and families back at their source, not just the symptoms.
- **100% goes to impact.** Thanks to a generous gift from the Dan & Patti Rashke (TASC) Family Foundation, every dollar of your undesignated, individual gift is invested in impact.
- **A community that lifts you up.** Meaningful, lasting connections with caring, high-impact women who share your commitment to uplifting other women, sustained through year-round, member-led activities.
- **A place to grow.** Access to free programming and peer connections focused on your own development, not just the causes you support.
- **We stay informed and engaged.** A dedicated staff liaison to connect with, regular updates on community needs and impact, group volunteer projects, and our annual signature event, the Women United Brunch.

JOIN US!

To become a member, fill out our membership form each year, or check the Women United box when you pledge your annual gift. There are three ways to give:

Donate \$1,000+ annually or \$40 per paycheck. This is our suggested leadership gift to help us scale impact to fund entire strategies, not just single programs.

Step-Up over time. Not able to give \$1,000 today? Join our Step-Up Program and grow into your leadership gift over three years. Sponsored Match Funds boost your impact!

Give an annual gift that is meaningful to you, because every gift matters and every woman belongs.

Learn more at www.unitedwaydanecounty.org/womenunited or by contacting us at womenunited@uwdc.org



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704



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UNITED WAY STEP-UP PROGRAM

Your leadership-level impact can start today, even if you're not there yet.

The United Way Step-Up Program lets you grow into a \$1,000+ annual gift over three years, and a sponsored Match Fund boosts your giving to full impact from day one. That means from the moment you enroll, your gift goes to work at the \$1,000 level, even as your own investment grows to meet it.

How it works:

- **Year 1:** Give \$500+, and matching funds double your gift, boosting your impact to \$1,000.
- **Year 2:** Give \$750+, and matching funds boost your impact to \$1,000.
- **Year 3:** Give \$1,000+. You've fully stepped up into leadership giving!

Ready to grow into your impact? Join the United Way Step-Up Program on your pledge form or through the epledge portal.

Special thanks to our Step-Up Match Fund sponsors! Ascendium Education Group • Findorff • M3 Insurance • Madison Gas and Electric • Vogel Bros. Building Co.

GET INVOLVED AND BECOME A WOMEN UNITED AMBASSADOR

Ambassadors are trusted connectors, storytellers and champions of the work our members collectively invest in. They play a vital role in creating belonging and community with our members and invite others to stay informed and engaged.

Minimum Commitment:

- **Engage with our leadership Council** twice per year to connect and feel supported in your role.
- **Engage current members** in your workplace (if applicable) and beyond.
- **Help us grow** by engaging those who align with our mission.
- **Share our social media** to help us create more visibility for our work.
- **Represent our network of leaders** by attending our events and inviting others to join you.

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When you give to United Way of Dane County's Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**